

Environmental Sustainability Fund – Final Report

Climate Action Now Network: Rain Barrel Drive

Title	Rain Barrel Drive
Recipient organization	Climate Action Now Network (CANN) Key contacts: Kim Harris & Maureen McDonnell
Key partners	Rainbarrel.ca was the organization we partnered with to sell rain barrels
Volunteers deserving recognition	Many volunteers assisted with distributing flyers, advertising, and especially unloading rain barrels and then distributing them Town staff at the Beaver Valley Community Centre were especially accommodating with delivery and distribution
Number of people engaged	Count the number of people involved as: 1) project leads and partners: 3 2) volunteers: 12 3) attendees: 85 A minimum of 104 people were actively engaged. Our promotional program at the Library assisted in educating library visitors.
Overview of project	Building on CANN's Families Go Green for Blue: Naturalize Your Yard Program, we ran the rain barrel drive to encourage people to water their gardens with rainwater instead of precious tap water
Description of project activities	January 2025: CANN voted to go ahead with the rain barrel project February 2025: Teamed up with Rainbarrel.ca February 2025: Prepared a project implementation plan February 2025: Obtained permission to use the BVCC as the rain barrel staging area.

	March/April 2025: Mounted a social media campaign April: Purchased advertising in newspapers, billboards Distributed hundreds of flyers to TBM businesses and groups. April: Promoted our rain barrel program in CANN's newsletter. Over 100 people read this. April: placed rain barrel information on CANN's web site April 25: Worked with Town staff to prepare the site April 26: Distributed rain barrels to purchasers.
Challenges and changes to the project	Biggest challenge was communications with and securing a delivery date from Rainbarrel.ca. The project team persisted and eventually we were provided with the required information.
Outcomes and metrics of success	CANN has placed rain barrels in 85 households in TBM, thereby reducing pressure on municipal water services, and conserving rain water. Roughly 24,000 litres per year can be saved per household, potentially saving over 2 million litres of treated water – enough to fill almost an Olympic-sized swimming pool each year. We had hoped to reach more individuals as a result of our advertising.
Pictures and Media	Please see attached photos
Contact information and website	canntbm@gmail.com GOGREENFORBLUE on Facebook and Instagram: www.gogreenforblue.ca
Environmental Sustainability Fund Disbursement Amount	\$1,640

Selected Pictures and Media



save water! **RAIN BARREL SALE!**

\$65

I'M 100% RECYCLED
FOOD GRADE PLASTIC

**FREE
WATER**

Order online between March 22 to April 20
gogreen**for**blue**.ca or call 416-535-3553**

Rain barrels include a leaf + mosquito filter, spigot, and overflow hose
Various rain barrel accessories also available for purchase

Rain Barrel Benefits"

Healthier gardens
Saves money and water
Protects local waterways
Reduces risk of flooding

GROW AN AMAZING GARDEN



Rain Barrel Pick Up

Sat April 26, 10am-1 pm

Beaver Valley Community Centre
58 Alfred Street West
Thornbury



gogreen**for**blue**.ca**



RainBarrel.ca